

IN THE CLAIMS:

Please amend the claims as follows:

1. (previously amended) An apparatus comprising:
a label configured to be affixed to a product at a source thereof;
the product having a surface associated therewith;
the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and
a computer readable medium, storing instructions executable by a computer of a purchaser of the product, coupled to the product by the label.

DI 2. (original) The apparatus of claim 1, wherein the first information is printed on the label.

3. (original) The apparatus of claim 2, wherein the first information is contained in a selection of color on the label.

4. (previously amended) The apparatus of claim 1, wherein the label is shaped to provide the first information through a trademark symbol corresponding to at least one of the product and the source of the product.

5. (original) The apparatus of claim 1, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

6. (original) The apparatus of claim 1, wherein the product includes at least one of a garment, footwear, headgear, a toy, a foodstuff, furniture, an appliance, sporting goods, dry goods, a tool and a plant.

7. (original) The apparatus of claim 6, wherein the product is placed with respect to the label to protect the label prior to purchase.

8. (original) The apparatus of claim 1, wherein the label includes at least one of a hang tag and a hanging tag, substantially enclosing a computer-readable medium.

9. (original) The apparatus of claim 1, wherein the computer-readable medium includes at least one of a printed medium, an electromagnetic medium, an optical medium, and a firmware medium.

10. (original) The apparatus of claim 9, wherein the computer-readable medium is formatted in at least one of the formats including compact disk, floppy disk, digital video disk, magnetic strip, bar code, symbolic code, and an embedded chip.

11. (previously amended) An apparatus comprising:
a label configured to be affixed to packaging substantially enclosing a product at a source thereof; and the packaging having an exterior;
the label configured to directly communicate first information corresponding to at least one of the product and a source of the product;
the packaging substantially enclosing the product; and
a computer-readable medium coupled to the packaging by the label and containing instructions executable on a computer of a user.

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12. (original) The apparatus of claim 11, wherein the first information is printed on the label.

13. (original) The apparatus of claim 12, wherein the first information is contained in a selection of color on the label.

14. (previously amended) The apparatus of claim 11, wherein the label is shaped to provide the first information through a trademark symbol corresponding to at least one of the product and the source of the product.

15. (original) The apparatus of claim 11, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, a data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

16.

(original) The apparatus of claim 11, wherein the label includes at least one of a hang tag and a hanging tag, substantially enclosing the computer-readable medium.

17. (original) The apparatus of claim 11, wherein the computer-readable medium includes at least one of a printed medium, an electromagnetic medium, an optical medium, and a firmware medium.

18. (previously amended) An apparatus comprising:

a label configured to be affixed to a product at a source thereof, the product having an exterior;

the label configured to be attached to a tether having a first end and a second end;

the first end configured to be coupled to the label;

the second end configured to be coupled to the exterior of the product, such that the tether couples the label to the exterior of the product;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and

a computer-readable medium coupled to the label and containing instructions executable on a computer of a user.

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19. (original) The apparatus of claim 18, wherein the first information is printed on the label.

20. (original) The apparatus of claim 19, wherein the first information is contained in a selection of color on the label.

21. (previously amended) The apparatus of claim 18, wherein the label is shaped to provide the first information through a shape trademark symbol corresponding to at least one of the product and the source of the product.

22. (original) The apparatus of claim 18, wherein the computer-readable medium contains second information comprising at least one of product facts, source facts, new product facts, service facts, a game, data gathering interface, a test, a browser, a launcher, and a network identifier corresponding to a location of additional information.

D1

23. (original) The apparatus of claim 18, wherein the product defines an opening to an interior of the product and at least part of the label is positioned in the interior of the product.

24. (previously amended) A method comprising:

configuring a label to directly communicate first information corresponding to at least one of a product and a source of the product;

coupling a computer-readable medium to the label, the computer readable medium containing instructions executable of a computer of a user of the product; and

coupling the label to an exterior of the product.

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25. (original) The method of claim 24, wherein the product is packaged.

26. (original) The method of claim 24, wherein the label is coupled to the exterior of the product by a flexible member.

27. (new) An apparatus comprising:

a label affixed to a product at a source thereof to be viewable by a prospective purchaser and located proximate an outer surface of at least one of the product and the product packaging at a point of sale;

the product having a surface associated therewith;

the label configured to directly communicate advertising information to a purchaser thereof, the advertising information corresponding to at least one of the product and a source of the product; and

a computer readable medium, storing at least one executable computer program independent from the product, and loadable and executable by a computer of a purchaser of the product, the medium being physically coupled to the product by a substrate of the label.

D2

28. (new) An apparatus comprising:

a label configured to be affixed to a product at a source thereof to display at a point of sale;

the product having a surface associated therewith;

the label configured to directly communicate advertising information to a purchaser thereof, the advertising information corresponding to at least one of the product and a source of the product; and

a computer readable medium, storing instructions, independent from the product, executable by a computer of a purchaser of the product, physically coupled to the product by the label.